



Marmara University
School of Foreign Languages

30% ENGLISH-MEDIUM DEPARTMENTS

PROFICIENCY TEST

Name & Surname:

Student Number:

SECTION 1
READING
TEXT I

Time: 60 mins

Male Beauty Products

For years, cosmetic companies have been telling women that beauty is a secret to success. Now these companies are targeting men, too. Men are being pressured to pay more attention to their appearance in order to improve their personal and professional lives. Since the late 1990s, the male trend has been to smell, look and feel beautiful, even if that means dying one's hair and putting on makeup.

Appropriate marketing of male beauty products is essential. Since beauty products have traditionally been considered feminine, men need to know that there are products especially designed for them. Companies which have never had a connection with products for women have been among the most successful. Products that guarantee natural ingredients and a natural look attract male buyers. Products that recognize a man's interest in sports are also successful. By hiring spokespeople with a masculine image, such as David Beckham, cosmetic companies have been able to **convince** men that it's ok to be beautiful. One well known company relies on male athletes to promote its skin care products.

The male beauty industry first introduced products such as aftershave, cologne, and hair dye, and then moved to areas usually considered feminine, such as skin care and makeup. Products that guarantee hair growth for bald men and dyes that cover gray hair have grown in popularity all over the world. Men in general have become interested in cosmetic products that can help them look younger, fitter, and more handsome. Even those who may be reluctant to ask for advice from beauty consultants now have more choices. Many large department stores have opened male beauty departments run by male cosmeticians. Now men can get cosmetic advice and buy cosmetic products in an environment that feels masculine. The quest for beauty is no longer just for women.

Answer questions 1-6 according to TEXT I.

1. What is this text mainly about?
 - a) The biggest cosmetic companies
 - b) Places to buy cosmetics
 - c) How companies advertise products
 - d) A new beauty trend

2. The word "**appropriate**" in **line 6** is closest in meaning to _____.
 - a) suitable
 - b) efficient
 - c) miserable
 - d) improper

3. According to the text, what kind of products do men like to use?
 - a) Products that smell beautiful
 - b) Products that have natural ingredients
 - c) Products that are designed for women
 - d) Products that come in attractive packages

4. Why do some cosmetic companies hire athletes to promote their products?
 - a) Athletes usually look natural.
 - b) Athletes don't charge a lot of money for this work.
 - c) Athletes often use cosmetic products.
 - d) Athletes have a masculine image.

5. The word “convince” in line 12 is closest in meaning to _____.
- a) discourage b) persuade c) provide d) deny
6. According to the text, men buy cosmetics because _____.
- a) all male cosmetic products contain natural ingredients
b) they want to work as spokespeople
c) they want to improve their physical appearance
d) male cosmeticians work at beauty departments

TEXT II

What is Culture Shock

The word culture has a number of meanings, but in its widest sense it refers to everything that makes up the identity of a particular group of people, society or nation. Culture is defined by everything from language, religion, cuisine, social habits, music and arts. There are a lot of factors that affect the culture of any kind of community and since one is born into this culture and learns its own ways, every practice within the culture may seem quite ordinary. But what happens if you leave your own culture and find yourself in a totally new environment? The answer is simple: culture shock.

Culture shock describes the impact of moving from a familiar culture to an unfamiliar one. It is an experience described by people who have travelled abroad to work, live or study. It can be felt to a certain extent even when abroad on holiday. It can affect anyone, including international students. It includes the shock of a new environment, meeting lots of new people and learning the ways of a different country. It also includes the shock of being separated from the important people in your life, maybe family, friends, colleagues, and teachers: people you would normally talk to at times of uncertainty, people who give you support and guidance. When familiar sights, sounds, smells, tastes are no longer there, you can miss them very much.

The process of culture shock can be broken into five stages:

1. The ‘honeymoon’ stage

When you first arrive in a new culture, differences are intriguing and you may feel excited, stimulated and curious. At this stage you are still protected by the close memory of your home culture.

2. The ‘distress’ stage

A little later, differences create an impact and you may feel confused, isolated or inadequate as cultural differences intrude and familiar supports such as family or friends are not immediately available.

3. The ‘re-integration stage

Next, you may reject the differences you encounter. You may feel angry or frustrated, or hostile to the new culture. At this stage, you may be conscious mainly of how much you dislike **it** compared to your own. Don’t worry as this is quite a healthy reaction. You are reconnecting with what you value about yourself and your own culture.

4. The ‘autonomy’ stage

Differences and similarities are accepted. You may feel relaxed, confident more like an old hand as you become familiar with situations and feel well to **cope with** new situations based on your growing experience.

5. The ‘independence’ stage

35 Differences and similarities are valued and important. You may feel full of potential and be able to trust yourself in all kinds of situations. Most situations become enjoyable and you are able to make choices according to your preferences and values.

Answer questions 7-13 according to TEXT II.

7. People may respond to the practices of their own culture normally because _____.

- a) they start to learn them from birth
- b) a lot of factors such as language influence culture
- c) they leave their own culture at an early age
- d) it forms the identity of the people

8. Which of the followings may **NOT** be a component of culture shock?

- a) Being away from friends or family members
- b) Meeting too many new people in a new country
- c) Finding out about new practices of a culture
- d) Experiencing health-related problems

9. At which stage you might feel lonely and have a sense of loss?

- a) At the distress stage
- b) At the re-integration stage
- c) At the honeymoon stage
- d) At the autonomy stage

10. At the re-integration stage _____.

- a) the new culture may seem quite attractive
- b) the effects of differences become visible
- c) the new culture may be denied and criticised
- d) the situations start to become more pleasing

11. The word 'it' in **line 27** refers to _____.

- a) stage
- b) new culture
- c) home
- d) bad reaction

12. The word "**cope with**" in **line 32** is closest in meaning to _____.

- a) agree with
- b) deal with
- c) disapprove of
- d) complain about

13. Which one of the following is **NOT** true of the independence stage?

- a) One may start to feel confident in all situations
- b) Differences you encounter are appreciated
- c) One continues to remember the culture of her own and feels nostalgic
- d) The new culture is recognized and preferences are made accordingly

TEXT III

A Tale of Two Curses

San Diego is a sunny paradise on the United States' Pacific-coast, while Buffalo is a frequently cold city in western New York. But regardless of their weather, both cities are cursed - in terms of sports. San Diego, with a population of 1.2 million, has the dubious honour of being the largest city in the country never to have won a major sports championship. The American football team called the San Diego Chargers joined the main league in 1970, while baseball's San Diego Padres were founded in 1969; neither team has won a title yet. The San Diego curse even extends to some individuals born there: baseball player Ted Williams, for example, despite an excellent career, was never a champion. Soccer's San Diego Sockers have won most championships, but soccer is a minor sport in the US. As for Buffalo, they've been somewhat more successful in that they've reached the finals several times in both American football and ice hockey, the two major sports with teams in the city. But they've won none of those times: Buffalo's curse seems to involve coming very close to winning, but then not winning. It may seem odd, but sports curses like these are very common in the United States, and **firmly** believed in by many. Many people say that this is because Americans take their sports very seriously, but I think it's quite the contrary. Americans love sports, but ultimately they tend to think of them as just good fun - believing in curses even though you know **they** are probably not true is just a part of that fun. Yet not all curses, true or not, are as harmless as the San Diego and Buffalo curses. Consider the dreaded *Sports Illustrated* curse, for instance. According to **this one**, anyone appearing on the cover of the magazine *Sports Illustrated*, which is seen as a great honour, is taking a risk: there have been serious injuries and even deaths of individuals which occurred only a short time after they were on the cover. For example, skier Jill Kinmont was on the 31 January 1955 cover; the same week, she struck a tree in practice and was paralyzed.

Answer questions 14-20 according to TEXT III.

14. According to the passage, no United States city that _____.
- a) has a soccer team has beaten the San Diego Sockers in the championship
 - b) lies on the Pacific coast gets very cold
 - c) founded its own sports team in 1969 or 1970 has had a championship yet
 - d) is larger than San Diego has failed to win a major sports championship
15. Which one of the following is **NOT** true of Buffalo in sports?
- a) Buffalo's achievements are more remarkable than those of San Diego.
 - b) In American football and ice hockey they have competed in the finals.
 - c) Buffalo is believed to be cursed despite winning in the finals several times.
 - d) Buffalo's curse is nothing uncommon in the US.
16. The word "**firmly**" in **line 13** is closest in meaning to _____.
- a) strongly
 - b) violently
 - c) accidentally
 - d) barely
17. The author of the passage believes that Americans _____.
- a) loyal even to sports teams that lose
 - b) believe curses for the fun of it
 - c) take curses very seriously
 - d) are more superstitious than most people
18. The word "**they**" in **line 16** refers to _____.
- a) Americans
 - b) people
 - c) sports
 - d) curses

19. It is clear from the passage that *Sports Illustrated* _____.
- a) is believed to have brought bad luck to people appearing on its cover
 - b) published its most controversial cover in 1955
 - c) features winter sports such as skiing, more than other sports
 - d) is considered to be the most prestigious sports magazine in the United States
20. "**this one**" in **line 18** refers to _____.
- a) Sports Illustrated
 - b) curse
 - c) Sports Illustrated curse
 - d) magazine

End of Section 1

SECTION 2

LISTENING

Time: 20 mins

Part A: Listen to the extract. You will answer the questions while listening. You will hear the extract twice.

21. The man _____.
- a) has changed his job.
 - b) wants to change his job.
 - c) will change his job soon.
22. The man's new company _____.
- a) makes a lot of garbage
 - b) pays the employees well
 - c) helps the environment
23. At his last company, the man had _____.
- a) a boring job
 - b) a busy schedule
 - c) an easy schedule
24. The company asks the employees _____.
- a) to put their work ahead of everything
 - b) not to spend too much time with their families
 - c) to balance their work and personal life
25. The guiding principle means _____.
- a) employees and customers are important
 - b) customers are the most important
 - c) employees aren't important
26. The woman wants to _____.
- a) keep her job
 - b) change her job
 - c) open her own company

Part B: Listen to the extract. You will answer the questions while listening. You will hear the extract twice.

27. Slogans are used by _____.
- a) most snack companies
 - b) large corporations
 - c) many types of companies
28. Slogans are effective because people _____.
- a) remember the brand
 - b) believe the brand is good
 - c) will pay more for the brand
29. A good slogan makes people feel _____.
- a) one hundred percent satisfied
 - b) good about the brand
 - c) strong emotions
30. A telephone company's slogan encourages people to _____.
- a) touch a person
 - b) meet a person
 - c) contact a person

Part C: Listen to the extract. You will answer the questions while listening. You will hear the extract twice.

- 31.** The people are getting ready to _____.
- a) have a dinner party
 - b) go out to dinner
 - c) go shopping
- 32.** The robot's microprocessor _____.
- a) stores the dirt
 - b) sends signals to the sensors
 - c) tells it what to do
- 33.** First, the robot _____.
- a) measures the room
 - b) presses the "Clean" button
 - c) waits for the signal
- 34.** The robot will _____.
- a) turn around
 - b) bump into furniture
 - c) cleans the walls
- 35.** The woman _____.
- a) thinks the device was expensive
 - b) likes the device
 - c) doesn't like the device

Part D: Listen to the extract. You will answer the questions while listening. You will hear the extract twice.

- 36.** The man is worried about his _____.
- a) son's education
 - b) son's graduation
 - c) wife's education
- 37.** The son wants to _____.
- a) go to college now
 - b) get a full-time job
 - c) go to college later
- 38.** The man thinks his son _____.
- a) will move abroad
 - b) may never go to college
 - c) won't make enough money
- 39.** The woman says the son's idea may be _____.
- a) bad for his future
 - b) too dangerous
 - c) a good opportunity
- 40.** The man will probably _____.
- a) not change his mind
 - b) change his mind
 - c) stop worrying

End of Section 2

Now you have 3 minutes to transfer your answers to the answer sheet.